FOR IMMEDIATE RELEASE

SONIC IS UNLEASHED!

SEGA's newest Sonic title is set to combine amazing next gen capabilities with classic Sonic 2D gameplay!

LONDON & SAN FRANCISCO (April 3, 2008) – SEGA® of America and SEGA of Europe Ltd., today announced that everyone's favourite hedgehog will be breaking new ground yet maintaining his roots, in the upcoming title, *Sonic Unleashed™.* Developed by renowned studio Sonic Team, the latest installment in the multi-million selling franchise, will take players on an unforgettable high-speed journey around the globe in a way never before experienced in the world of Sonic. The game is set for release later this year and will be available for the Xbox 360™ videogame and entertainment system from Microsoft, PLAYSTATION®3 computer entertainment system, Wii™ home video game system from Nintendo and PLAYSTATION®2.

Sonic Unleashed is built on a powerful new "Hedgehog Engine", which introduces seamless 3D to classic 2D camera transitions, whilst delivering a rich and expansive world with multiple paths to choose from. Under development for three years, the Hedgehog Engine produces a visually rich next generation look and feel with elements of classic Sonic gameplay mechanics. The Hedgehog engine will help re-define the gameplay experience for Sonic fans and newcomers to the franchise alike.

"By combining rich and vibrant scenery with dynamic viewpoints *Sonic Unleashed* will provide an immersive 3D experience whilst keeping alive the

2D gameplay elements and fantastic worlds that Sonic fans know and love" commented Gary Knight, European Marketing Director for SEGA Europe. "In addition to this classic Sonic gaming experience, when darkness sets in *Sonic Unleashed* players will be able to experience a completely new way to play as Sonic… making this his most exciting adventure yet!"

Having been broken apart by the evil Dr Eggman, it's down to Sonic to put the pieces of the world back together again by retrieving the power of the chaos emeralds. In doing so, Sonic will find himself in a race against time and faced with an unusual situation that will challenge him in ways never before seen. By completing a wide variety of action-packed stages, spanning the seven broken continents of the world, gamers will need to unleash Sonic's amazing abilities to save the world, and himself!

The opportunity to engage in Sonic in different ways during the day and night time levels brings a completely original way of playing to the Sonic franchise, in addition to running at high speeds in classic Sonic style, combat fighting will become possible. Super quick Sonic's speed skills will be highlighted by four new modes, whilst the all new combat, movement and functional abilities will offer depth and variety to the game. As the sun sets in *Sonic Unleashed*, a different type of adventure will awaken in Sonic's newest quest….

Sonic Unleashed is scheduled for release worldwide in late 2008. For screenshots and art, please visit the SEGA press site at www.sega-press.com.

About SEGA® Europe Ltd:
SEGA® Europe Ltd. is the European Distribution arm of Tokyo, Japan-based SEGA Corporation, and a worldwide leader in interactive entertainment both inside and outside the home. The company develops and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those

manufactured by Nintendo, Microsoft and Sony Computer Entertainment Europe. SEGA Europe's web site is located at www.sega-europe.com

About SEGA of America, Inc.:
SEGA® of America, Inc. is the American arm of Tokyo, Japan-based SEGA Corporation, a worldwide leader in interactive entertainment both inside and outside the home. The company develops, publishes and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Computer Entertainment Inc. The SEGA of America Web Site is located at www.SEGA.com.

###